

Insights from the CPC

To feed into Community Engagement Planning

Part 1. The Who

Who should we prioritize in terms of engagement?

- Youth of all ages
- College students
- Low income residents
- Seniors
- People without internet connections (across digital divide)
- Working Parents
- Renters
- Historically disinvested communities
- Public housing communities
- People with disabilities (via groups that exist to serve them)
- Non-English speakers
- Businesses (of all types), nonprofit organizations
- Homeless
- Immigrants and refugees of various ethnicities (not only focus on Latino community)

Part 2: The Where

Where can Engagement take place?

- Go physically to people where they live
- Leverage health centers
- Pools (County Pool, Conestoga Pines), parks with water features, wading pools at various City Parks
- Sports leagues especially citywide youth sports (ie Price Elementary School outside basketball courts)
- Schools
- Summer camps

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- Summer camps
- Senior centers (ie SACA)
- Churches
- Childcare centers
- Womens' shelters, single mom groups
- Housing (ie Ruoff Towers)
- Homeless breakfast programs
- Other places where people gather: local stores, churches, neighborhood grocery stores, places to eat (each community has unique touchpoints where they share what's happening in the community)
- Via organizations like Lancaster Downtowners, Age Friendly Lancaster (for seniors)
- Via Spanish language radio station (Café con Leche)
- Via La Voz and other print publications (for those who are not digitally literate)
- Via Neighborhood TCP Network (Roku and podcast, Facebook live)
- Via Red Rose Transit

Part 2: The Where

Events; Meeting People Where they are

- North Museum events – partnered event
- HDC and Housing Authority (HDC Properties has events for seniors)
- Connect to the Food Hub
- Rec Centers swimming pool days for neighborhood kids
- Music Fridays, First Fridays

- National Night Out Block parties (First Tues in August)
- Pride Fest in Buchanan Park
- Race Against Racism March 2022
- Backpack giveaway via City's State Representative Mike Sturla
- Lancaster Pride (October at Clipper Stadium)
- NW Neighborhood event organized by Anita Pilkington Plumb
- NOTE: Perhaps work with Loop to see who submits event permits

Part 3: The How

Tactics & Methods

- Pop up workshops
- Canvassing, door to door
- Block captains
- Roving pop up storefront in areas beyond the downtown (very temporary or month long in each area)
- Engagement car / truck: presence at events, near food trucks, etc
- 1-1 conversations
- Campaign to ask youth to interview someone in their lives
- Block parties (potential funding available)
- Dialog circles with food incentive
- Door hangers to announce engagement events
- Printed materials to bridge digital divide

Part 3: The How

Approach

- Meet people in their comfort zone – meet people where they are
- Show we value people's insights and time / give something back like food, resources, supports (especially for low income communities as need to consider what would keep them inside) ie "Food for your thoughts"
- Destigmatize not having money
- Use storytelling as a means to gather richer insights (rather than just direct questions)
- Use open-ended questions
- Key to build relationships & build trust early especially if haven't engaged beforehand
- Collect key demographic and other such statistics throughout so can iterate and adjust strategy as needed

- Enable creative expression of ideas
- Ensure accessibility in terms of timing of events (think of parents working 9-5)
- Our CPC feels like a group with a lot of trusted ambassadors, for sure.
- Would we be interested in visitor insights who bring outside perspectives and ideas from other communities...other towns, states, even other countries. Visitors Center pop up on market day?
- Look at the groups we are trying to engage and think of figure out what hurdles they might have to provide us with their input and meet them where it is convenient for them
- Let's use all city resources and connections (departments, connections, relationships) to reach the most people we can